



DIONISIOS FAVATAS

DIGITAL DEVELOPMENT EXPERT | MARKETING EXECUTIVE

CONTACT

 diostudios@gmail.com

 202.630.5346

 Washington, DC

 [linkedin.com/in/favatas](https://www.linkedin.com/in/favatas)

EXPERTISE

Digital Marketing & Advertising
Strategic Development
Marketing Leadership
Digital Campaign Strategy
Paid Media Content Management
Business Strategy
Business Intelligence
Brand Management
Conversion Rate Optimization
Data Management
Channel Strategy
Audience Engagement
Customer Marketing
P&L Management
Strategic Team Building
Cross-Functional Leadership
Artificial Intelligence
Automation
Process Improvements

EDUCATION

**MASTER OF SCIENCE,
STRATEGIC MARKETING**
Cranfield University

**BACHELOR OF SCIENCE,
BUSINESS ADMINISTRATION,
INTERNATIONAL BUSINESS,
& FINANCE**
Rochester Institute of Technology

SUMMARY

Results-driven digital development expert and marketing executive with 16+ years of experience supporting organizational success through the integration of innovative media solutions, data analytics, and content designed to drive growth and enhance operational, audience, and campaign engagement

Dynamic thought leader with a proven track record for building and leading cross-functional teams by leveraging strategic and analytical expertise, performance goals, and emerging technologies to deliver quality solutions that support established sales, engagement, and branding goals

Possesses demonstrated success in consistently building, delivering, and integrating fully functioning digital practice into enterprise operations, innovating the approach to project management, digital media development, programming, and paid advertising as an award-winning leader in the field

CORE ACHIEVEMENTS

- Led the integration of a national messaging development initiative designed to drive engagement and garner support for a life-saving campaign, achieving a consistent annual capture rate of 1080%
- Engineered truth[®] campaign's first-ever customer data platform (CDP) to improve data management frameworks that process more than 1B consumer data points to optimize ad spend and dynamic creative optimization, driving \$14M in media reinvestment
- Leveraged data-driven decisioning with Emmy award winning creative to utilize new data structures to design and engage a national audience framework and build a CRM with 1M+ subscribers, reduce spending, eliminate operational waste, and facilitate the saving of 2.5M lives
- Engaged marketing automation and business intelligence expertise to increase online lead capture rates by 15%, introducing actionable solutions to optimize tracking and events management efforts that drove enhanced content promotion to website visitors
- Spearheaded the rollout of mobile campaigns, increasing click-through rates and response rates by 4x the global average, resulting in a 4% increase in ROI for capacity sales and registration

PROFESSIONAL EXPERIENCE

Nov 2015 - present *Truth Initiative | Washington, DC*

VICE PRESIDENT, MARKETING, DATA, & TECHNOLOGY (JAN 2020 - PRESENT)

- Trusted to implement a strategic direction for insourcing digital media, programming, and marketing initiatives, successfully forecasting a \$4M annual reinvestment through cost saving and alignment initiatives
- Responsible for restructuring the internal AdTech and MarTech stack frameworks, seeking to optimize future engagements and go-to-market activations for the award-winning truth[®] campaign across digital marketing channels
- Leads a cross-functional team responsible for building fully scalable paid, owned and operated media structures and tech stacks including Salesforce (SFDC), GMP and others
- Engages hands on customer relationship management (CRM) expertise, overseeing all audience framework data structures as well as organic and biddable media activations
- Engineered an internal identity resolution process in support of engaging a comprehensive view of target audiences and identifying funnel optimization strategies
- Serves as a strong mentor to direct reports, demonstrating an ability to lead while providing professional employee development aimed at targeting their strengths

MANAGING DIRECTOR, DIGITAL MARKETING (NOV 2015 - JAN 2020)

- Served as the lead strategist and principal digital architect behind Truth Initiative's brand, truth[®], introducing an innovative digital marketing strategy in support of long-term engagement with target audiences across multi-channel campaigns
- Managed concurrent projects with the support of a strategically built 10-person team of marketing, automation, and data analytics specialists responsible for engaging digital content integration and driving innovation across enterprise initiatives

DIONISIOS FAVATAS

202.630.5346 | Washington, DC | diostudios@gmail.com | [Linkedin.com/in/favatas/](https://www.linkedin.com/in/favatas/)

PROFESSIONAL EXPERIENCE

MANAGING DIRECTOR, DIGITAL MARKETING (NOV 2015 - JAN 2020) (CONT'D)

- Strategized best practices for promoting the development and distribution of compelling, thought-provoking messaging content for a nationally recognized, life-saving movement
- Improved brand awareness through the execution of omni-channel campaigns, successfully utilizing email marketing, social media, and digital advertising collateral focused on personalizing the audience experience
- Oversaw the management of an eight-figure marketing budget, strategically allocating resources in support of optimized business performance which led to the reinvestment of \$14M in media
- Utilized a diverse suite of analytics tools to compile performance reports for digital content
- Spearheaded the design and development of campaign personalization, automation, and artificial intelligence marketing initiatives, ensuring compliance with global privacy laws and regulatory policies
- Employed the use of Adobe Audience Manager (DMP), Adobe Target, SFDC, Liveramp, Acxiom and Pushspring datasets to construct the organizations AdTech and MarTech ecosystem

Jan 2014- *Renovating Hope (Pro-Bono) | Washington, DC*

EXTERNAL ADVISOR, STRATEGIC COMMUNICATIONS

- Brought on as an external advisor and consultant responsible for assessing the efficacy of digital, social media, public relations, and communications strategies
- Introduced strategic plans for optimizing outreach and engagement in support of organizational objectives
- Sought to elevate brand awareness through targeted fundraising initiatives, successfully boosting audience reach and garnering increased support for brand mission

Jan 2014- *Intelsat | Washington, DC*

PRINCIPAL, INTERACTIVE MARKETING

- Led all digital interactive marketing efforts, ensuring quality delivery and satellite connectivity to 90% of the world's population
- Introduced adoptable strategies for modernizing enterprise technologies, built upon SFDC, within a service-based model
- Worked in collaboration with a team of marketing and development strategists to deliver high-impact programs and drive revenue growth in alignment with established digital sales goals
- Successfully leveraged data management, automation, and available technologies to construct an internal process for providing issue management and operational service support to external partners and corporate clients

Jan 2013- *NewDay USA | Fulton, MD*

DIRECTOR, INTERACTIVE & SOCIAL MEDIA

- Overhauled enterprise social media and advertising strategies to increase capture rates and optimize lead development
- Developed interactive marketing channels designed to improve brand reputation and drive revenue growth
- Played a key role in the successful launch of enterprise rebranding initiatives, employing development strategies that quadrupled reported leads and boosted inbound capture rates by 15%
- Engaged business acumen to work collaboratively with the executive team in conducting competitive analysis, industry research, and audience testing to optimize and redesign digital content strategies

Jun 2010- *CLS Strategies | Washington, DC*

MANAGING DIRECTOR, DIGITAL MEDIA

- Drove an increase in revenue through the implementation of a first-ever internal digital engagement initiative, seeking to leverage non-traditional communications and media opportunities to boost operational performance and drive growth
- Developed a seven-figure digital media management pipeline in less than three years, identifying potential partnership opportunities based on cross-industry digital service, branding, and risk management needs
- Categorized target client companies into a three-tier system for the delivery of optimized, targeted communication services
- Managed a content management system, ensuring effective organization of content, audience, and roadmap data
- Directed social media marketing strategies, ensuring consistency and quality in content development, overseeing distribution across platforms, and monitoring performance measures to establish key performance indicators (KPIs)

DIONISIOS FAVATAS

202.630.5346 | Washington, DC | diostudios@gmail.com | [Linkedin.com/in/favatas/](https://www.linkedin.com/in/favatas/)

ADDITIONAL EXPERIENCE

INTERACTIVE MARKETING MANAGER, *Strayer University* | Washington, DC | May 2009 - May 2010
DIRECTOR, STRATEGIC PARTNERSHIPS, *TMP Worldwide* | Washington, DC | Jun 2006 - Sep 2007
SENIOR INTERACTIVE STRATEGIST, *TMP Worldwide* | Washington, DC | Oct 2004 - Jun 2006

PROFESSIONAL DEVELOPMENT & CERTIFICATIONS

ARTIFICIAL INTELLIGENCE MANAGEMENT, *Georgetown University*
MANAGEMENT INFORMATION SYSTEMS, *Rochester Institute of Technology*
DDI TARGETED SELECTION BEHAVIORAL INTERVIEWING, *Strayer University*
DALE CARNEGIE SALES ADVANTAGE, *Dale Carnegie Training*

LEADERSHIP ENGAGEMENTS & PROFESSIONAL AFFILIATIONS

VOLUNTEER, RENOVATING HOPE
VOLUNTEER, VOLUNTEERS OF AMERICA
VOLUNTEER, VIETNAM VETERANS MEMORIAL FUND
FORBES NONPROFIT COUNCIL
INTERACTIVE ADVERTISING BUREAU
AMERICAN MARKETING ASSOCIATION
DIRECT MARKETING ASSOCIATION

AWARDS & RECOGNITION

FINALIST - DISEASE AWARENESS & EDUCATION: NON-PROFIT, *Effie* | 2019
FINALIST - ONLINE MARKETING, ACTIVISM, AND PUBLIC SERVICE, *Digiday Omma Awards* | 2018
TOP 15 MARKETERS IN BUSINESS INTELLIGENCE, *Analytica* | 2018
FINALIST - HUMOR | SHORTY AWARDS, BEST OF, 2018
4 UNDER 40 EMERGING LEADERS, *American Marketing Association (AMA)* | 2017
FINALIST - NGO | SHORTY AWARDS, Social Good | 2017
40 UNDER 40, *DMNEWS (DMN)* | 2016
BEST LIVE MOMENT, *Digiday Video Awards* | 2017
TOP 100 DIGITAL CONTENT MARKETING INFLUENCERS (13TH), *Analytica* | 2016
FINALIST - INTERACTIVE CREATIVE, *Digiday Omma Awards* | 2016
ACCREDITED MASTERS PRIZE, BEST MASTER DISSERTATION, *Market Research Society (Global)* | 2009

SPEAKING ENGAGEMENTS

Dionisios Favatas of the Truth Initiative Discusses How Identity Resolution Powers Public Service Campaigns:
<https://liveramp.com/blog/truth-initiative-discusses-how-identity-resolution-powers-public-service-campaigns/>

Metrics for Measuring Impact - Dionisios Favatas, Truth Initiative - Agents of Change Summit:
<https://www.youtube.com/watch?v=ixyt3CvZL4g&feature=youtu.be>

Use Mobile Marketing And Data Analysis To Reach Your Gen Z Audience:
<https://www.forbes.com/sites/forbesnonprofitcouncil/2018/06/12/use-mobile-marketing-and-data-analysis-to-reach-your-gen-z-audience/#46ac07ac1f3a>

AI Is Evolving Nonprofit Digital Marketing Strategies:
<https://www.forbes.com/sites/forbesnonprofitcouncil/2018/05/11/ai-is-evolving-nonprofit-digital-marketing-strategies/#660c2269136f>

Powering Content Marketing And Creative By Leveraging The Power Of Big Data:
<https://www.forbes.com/sites/forbesnonprofitcouncil/2017/12/22/powering-content-marketing-and-creative-by-leveraging-the-power-of-big-data/#54c325027769>

How to Turn A Message Into A Moment Using Mobile Marketing:
<https://www.favatas.com/single-post/2017/07/05/How-To-Turn-A-Message-Into-A-Moment-Using-Mobile-Marketing>